



The Business Leader's Guide to the Low-carbon Economy

Larry Reynolds

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Rising energy prices and concerns about climate change are driving us towards a new kind of economy - a low-carbon economy. What will this low-carbon economy be like, and what does your business have to do to prosper in this new business environment? Larry Reynolds shows how successful organisations are already learning to be more energy efficient, manage their carbon footprint, adapt to climate change and become truly sustainable. As well as explaining how to future-proof your organisation against possible threats, The Business Leader's Guide to the Low-carbon Economy, tells you how to make the most of the many opportunities that the low-carbon economy will bring, especially in growing profits from new products and services. It is your guide to creating an organisation that will thrive in the twenty-first century. While there are plenty of published books about 'going green', there are none which explain the low-carbon economy and how to thrive in it. This book will fill that important gap. Drawing on examples from across industries, including businesses such as Asda, BT, Cargill, Coca Cola, Co-operative Group, Eurostar, Marks and Spencer, Tesco, Tesla, Walker's Crisps, Walmart and ZipCar, Larry Reynolds shows how today's successful organisations are already benefiting from the coming low-carbon economy.

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